

Electrolux acquires wine cabinet business

BY JAMES WELLS

Electrolux has agreed to acquire the market-leading Vintec wine cabinet business, which generates annual turnover of \$A22 million.

Within the deal, Electrolux will acquire both the Australian-based arm of the business which represents 70% of sales and the Singapore-based Asian division which represents the remainder of sales for Vintec and Transtherm freestanding and integrated climate-controlled wine cabinets.



Electrolux Australia and New Zealand managing director, Mike Putt.

The Vintec operations in Australia will be integrated into Electrolux Australia and New Zealand under managing director, Mike Putt.

“Our strategy for some time as been to manufacture and supply beautifully

designed, innovative cooking products with features which enable consumers to cook like a professional and deliver great tasting food and a remarkable consumer experience,” Putt said.

“And generally food lovers believe a fine bottle of wine, properly stored and served, goes hand in hand with good food. The elegant design and consumer benefits of the Vintec model range will complement our cooking and kitchen products, particularly the high-end brands such as AEG and Electrolux,” he said.

The Vintec business was established by Laurent Ducourneau, who left his native Bordeaux in France for Singapore to import French wine into Asia, founding Vintec in 1993. In 1998, he created Vintec Australia in partnership with Sydney-based former banker Jean-Marie Simart.

Ducourneau has managed the company’s Asia business from Singapore while Simart handles the Australasian operations. Both will stay on to integrate the Vintec business into the Electrolux Asia Pacific operations.

Electrolux already supplies wine cabinets under the Electrolux brand in Europe and North America, and under the AEG brand in the UK.

The 30 models in the Vintec and Transtherm product portfolio range from compact 30-bottle, under-bench and integrated wine cabinets to suit most domestic kitchens to large stand-alone 4000-bottle walk-in wine cellars. ♦

HARVEY NORMAN TAKES ON PERSONAL BREWING

BY EMILY BENCIC



Fully automated personal brewing system, BrewArt, which enables users to brew and dispense beer at home, has launched into Harvey Norman stores. BrewArt is a division of Coopers Brewery.

The BeerDroid (RRP \$799) brews 10 litres of beer at the push of a button, while the BrewFlo (RRP \$699) dispenses fully carbonated beer with a frothy head without the use of CO₂.

BrewArt marketing manager, Scott Harris, said that the BrewArt system was designed specifically for modern lifestyles.

“Just as people like to make their own barista quality coffee at home, now they can make their own pub quality beer,” Harris said.

“We have focused on style as well as function so that every design feature adds to the experience of ‘crafting your masterpiece.’”

Available in chrome and black, BeerDroid offers Wi-Fi connectivity and easy cleaning. Users can monitor and control their brew’s progress from the iOS smartphone app and receive push notifications of brewing milestones. BeerDroid has patented end of fermentation (EOF) technology, with full temperature control throughout the brewing process.

The BrewArt system comes with a range of BrewPrints (RRP \$44.95), which are individually packed natural ingredients. BrewPrints include the likes of Coopers Pale Ale, California Steam, Thomas Coopers Celebration Ale, London’s Own Ale, Traditional Irish Stout and Ruby Porter, among others.

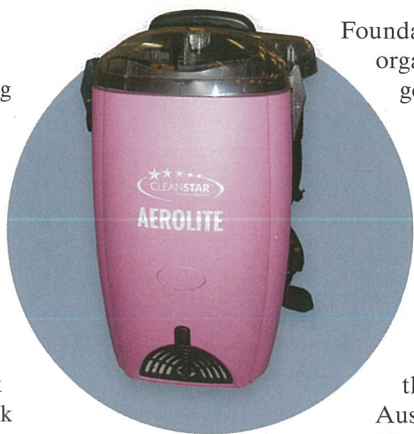
The latest entry into the category follows the recent launch of the WilliamsWarn BrewMaster, which is currently available through selected Harvey Norman stores, E&S Trading and the BBQ School in Sydney. ♦

Cleanstar supports National Breast Cancer Foundation

BY EMILY BENCIC

Cleanstar is continuing its support of the National Breast Cancer Foundation (NBCF). Since July 2015, Cleanstar’s products have raised \$7,500, soon to hit the \$10,000 mark. The Cleanstar pink range includes: pink extension lead, pink microfibre cloths and pink Aerolite backpack vacuum.

As an official supporter, Cleanstar will donate \$10 from each pink Aerolite vacuum, \$1 from each pink extension lead and \$1 from each pack of microfibre cloth sold to the



Foundation to help the organisation reach its goal of zero deaths from breast cancer by 2030.

Cleanstar director Lisa Michalson said, “Cleanstar is proud to be supporting such an important project that helps millions of Australians.”

Since its establishment in 1994, the NBCF awarded more than \$127 million to 430 Australian-based research projects to improve the health and well-being of those affected by breast cancer. ♦